

Executive Summary

“El Reflejo” is a video art where the main idea talks about self-respect. It was inspired on the own experience of the author during her youthfulness and justified on a process of body image documentation, the theory of social comparison and body dissatisfaction studies.

The main objective and also the motivation of this project is to generate a disruption with the strict beauty stereotypes spreading by the communications media. In addition, the video art tries to help those young who may be living a bodily dissatisfaction phase. To achieve these objectives, the work also includes one dissemination plan that covers several “video art festivals” in Barcelona. The language of “El Reflejo” is closely related to these motivations, since it is a conceptual language, in which the ideas are imposed over the formal aspects, it is reflexive and deliberate critic regarding normativity.

As referents of this video-creation we found artists from different specialities, literature, photography, video art and cinema. The formal criteria of the work are focused on transmitting the emotions of the character in the best possible way. Regarding the sound, is based on one song that change following the feelings of the protagonist. Film editing and staging also collaborate in this aspect. The montage is poetic and the film shot changes from longs and in movement, during the quiet moments, and becomes in shorts, fixed and repetitive in the stresses moments. The photography and the scenery are focused on the correct illumination of the location, as well as getting a correct contrast between it and the characters.

A technical and artistic team has been collaborating with the accomplishment of this work, the members of the team are young but with huge experience and motivated with the idea of the project. This work, and also the author too, has been growing throughout its development, transforming one basis idea into a video art with a literary script, technical script and elaborated conceptualization.